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Dishonest Representations.

**A REMONSTRANCE AGAINST UNTRUTHFUL
STATEMENTS MADE IN ENGLAND
IN CONNECTION WITH
CANADIAN TRADE.**

The following pages contain articles or extracts from articles which appeared in the Monetary Times, of Toronto, Canada, at intervals during the past three years.

These articles condemn in severe terms the bad faith shown by an unscrupulous agent in the United Kingdom for two commercial journals published in Montreal. The methods of this man are known to scores of British export merchants in the principal cities of England and Scotland, and it is time he was exposed, and means taken to stop his dishonest practices. It is stated that the commercial agent for Canada at Birmingham, has had complaints made to him about Griffin, which he has brought to the attention of the Government.

(From The Monetary Times, 5th July, 1901).

HARMFUL ADVERTISING REPRESENTATIONS.

Hardly anything gives Canadians greater satisfaction than the increasing trade of the Dominion with the Motherland. It is but right, however, that they should understand that Great Britain will buy from us and sell to us only so long as our transactions are carried out honestly and satisfactorily.

Every business man in the country knows that it is at first hard to open up connections with English houses, but that it is easy to continue business relations with them when once a connection has been formed and confidence established. Some of our Canadian shippers of apples, dairy and hog products, have had to change their methods of doing business in order to hold their export trade to the United Kingdom. And now it looks as if some commercial journals published in Canada will require to make very radical changes in their present policy or serious harm will result to business interests in the Dominion. These papers have found it easier, apparently, to secure advertising 3,000 miles away than in their own country, if we may judge of the preponderance in their pages for some reason or other, of foreign over domestic advertising.

It appears that in order to secure all this outside patronage certain of these journals, under the pretext of showing kindly interest in their advertisers, have furnished lists of names of Canadian dealers who, so they say, have expressed willingness to act as agents for English firms desirous of doing a Canadian trade. Now in various cases of which we have knowledge, such firms, relying on these representations, have sent out to Canada by successive mails large quantities of expensive catalogues, samples of all kinds, and letters asking the recipients to act for them in Canada.

But the business expected has not followed. In very few instances has any attention been paid to such letters or circulars for the simple reason that the catalogues and samples have fallen into the hands of persons who have no knowledge of or interest in the English firms who have written, and are consequently wasted.

Most of us in Canada know perfectly well that many lines of English goods have no longer any sale in this country. Bicycles, for instance, are exported now instead of being imported. Moreover, a harness manufacturer in Peterboro cannot be expected to handle English silverware; a wholesale grocer in Hamilton would not likely deal in electric lamps; a dry goods house in Toronto in gas engines; nor could a private banker in a small Western Ontario town be expected to make collections from Montreal houses. And yet all these persons have been worried, without their consent, by circulars, letters and samples, asking them to sell unlikely English goods.

We consider, and we think we will be borne out by reputable commercial journals and the business community generally, that increased trade with the British will not be brought about by such misleading representations. The London or Sheffield or Birmingham exporter must be made to understand that Canada can only buy certain lines of manufactured goods and that only certain classes of business men can handle them. It is a hindrance, not a help, to the trade of the United Kingdom with this country, to place the makers of such heavy and expensive goods in communication with retail dealers. Electric motors, steam engines, steam boilers, gas engines, lathes, tools, bridges, girders, are made in Canada and imported to better advantage from the States. And to pretend, as the journals referred to have done, that there is an enormous trade ready to hand in Canada for those exporters of machinery and other wares who will send out catalogues is to impose upon credulity and to create, in the long run, an unwarranted prejudice against the Canadian market.

(From The Monetary Times, 4th July, 1902).

HUMBUGGING THE ENGLISHMEN.

It is great fun, sometimes, to make jokes of the ignorance displayed by John Bull as to his colonies. There is so much that English people generally do not know about the actual conditions of life in Australia, South Africa and Canada, that it is easy to mislead some of them without respect to the real state of commerce and manufacture. This being true, one can understand that any shyster, who is unscrupulous enough to take advantage of their want of knowledge, may by ingenious eloquence convince them that money is to be made in Canada, as commercially a virgin land waiting for the offer of Old Country merchandise. And some Canadians have been for a year or two busy in taking advantage of that faith and urging British manufacturers to send out to Canada circulars, catalogues, samples of goods which are already made plentifully in the Dominion, and of goods which have no chance of ever being bought in Canada.

Months ago, a partner in a prominent Toronto hardware house complained to us of the quantity of letters, circulars, samples, that were being received week after week by them from firms in Sheffield, London, Manchester, Wolverhampton, Glasgow, in whom they had no possible interest, asking the Toronto house to distribute these documents and samples. The reason given by these English firms for the liberty thus taken was that a certain Montreal weekly journal had recommended the Toronto house. A Montreal concern wrote us, during the winter just past, that they were in receipt of much correspondence and many circulars from English houses about matters in which they had no concern, requesting their distribution around Montreal and accompanied by the assurance that another weekly journal, published in that city, had recommended such British houses to write "in

the interest of mutual trade." And one of our staff, visiting Ottawa not long ago, discovered that a certain export manufacturing house there had been for months deluged with mail matter, sent to them from England at the instance of a man who professed to be the agent of a Montreal weekly said to be "subsidized by the Government of Canada." Now this last was a prodigious lie, for the paper was not subsidized by anybody. But the credulity of Old Country folk was played upon by this disreputable agent, whose lies in England are condoned by the journals to which he sends advertisements.

An extract or two from letters received by the Monetary Times from houses in the United Kingdom will give an idea of the *modus operandi* of the "very slick" sort of individuals who send to papers in this country scores upon scores of advertisements of English firms, whose efforts thus to cultivate Canadian trade are, to their great surprise, meeting with no success. These letters refer to an article of ours some months ago, entitled "Harmful Advertising." The first is from a manufacturing house in the North.

DEAR SIR,—We have received a copy of your journal for 5th inst., and note the article on page 17, headed "Harmful Advertising Representations." We conclude that the copy to hand has been sent us in reference to our advertisement in the ————. We may inform you that we were induced to place our advertisement largely because the representative who came to this country informed us that the ———— was subsidized by the Canadian Government, and existed for the purpose of promoting business with the Mother Country. We were also promised (which seemed to us the most valuable equivalent for our advertisement) lists of the leading ———— and ———— in Canada. We received in due course what purported to be such lists, and we did what your article mentions, namely, we sent to every name given us expensive catalogues and illustrated price lists, with the magnificent result of neither enquiries nor orders. . . . We confess that the representative of that journal, a greasy faced, overdressed man, showing a profusion of diamonds, did not impress us favorably. . . . We agree with you

that increased trade between the two countries "will not be brought about by such misleading representations."

The other letter, which follows, is from a company manufacturing machinery; and is addressed to the Editor of the Monetary Times:

DEAR SIR,—We are very much obliged to you for the copy of your journal in which appears your very clear and true article on "Harmful Advertising." Our case is just as you therein describe. A certain person in a Regal Equipment called at our office, and from his wonderful story of trade waiting for us, and what he could do for us, we were at first under the impression that he was a special envoy from the Canadian Government sent over to foster the trade between England and Canada. Subsequently, however, it transpired that he represented a certain journal, the ———, and under promise of doing a trade that would "startle us" we gave them our advertisement. We, moreover, undertook to send out over a hundred costly catalogues, together with a circular letter dictated by the gentleman in question, copy of which we enclose for your information. Needless to say, we have not had a single enquiry from anybody. . . . We wrote several other firms who had been caught in the same manner around our locality, and were not surprised to find they had the same experience. Needless to say we have cancelled our advertisement and refused payment altogether. We again thank you for your clear article—you have done English manufacturers a great service."

Persons and firms in various lines of business in Canada continue to receive letters from Old Country houses who have been hoodwinked by such erroneous statements about Canadian trade as are made by the English canvassers for the journals referred to. As lately as 30th May the Montreal Shareholder had an article entitled "New Form of Deception," which shows that similar tactics are still being employed, to the disgrace of Canadian journalism.

(From The Monetary Times, 11th July, 1902).

"HUMBUGGING THE ENGLISHMEN."

Respecting the article which appeared in our last issue under this title we have had several approving letters. A manufacturer in another city writes as follows: "I notice the article, 'Humbugging the Englishmen' in the Monetary Times last week, and am very glad, indeed, that you called attention to it. We are not interested personally, as in our business we confine ourselves exclusively to the wholesale—and so are not interested much in advertising. But the practice above referred to is in every way most pernicious, and we sincerely trust that your timely exposure will put an end to a practice that must be in every way objectionable."

Another subscriber writes on the same subject: "It is too bad that such swindling practices—for such they are—should be practised upon the export merchants of Great Britain by Canadians. Surely the man that the two English letters you publish describe is taking great chances in telling such amazing lies as he appears to do on not being found out. Thank you, anyway, for having the manliness to speak out about the thing."

A prominent Toronto merchant, who had read the article, voluntarily said yesterday to one of our staff: "It is a wonder those papers can keep this sort of thing up. Last year we were pestered by letters from strangers in Britain, addressing us as 'distributing agents' on the strength of some advertising agent's yarn. We answered the first three or four letters, explaining that no one had authority to use our name as the Montreal fellows had done. But the letters and circulars and catalogues kept coming, until we can no longer bother with them—so into the waste basket they go."

(From The Monetary Times, 1st August, 1902).

"HUMBUGGING THE ENGLISHMEN."

To misrepresent the conditions of trade in Canada; to furnish deceptive lists of proposed customers; and to assert, untruly, that a journal is subsidized by the Government of the Dominion, may succeed for a time in securing advertisements from English firms for a Montreal weekly. But that sort of thing brazenly dishonest as it is, cannot last. Commenting on our recent article headed, "Humbugging the Englishmen," the Canadian Manufacturer says, in its issue of 18th July: "The Monetary Times deserves credit for the spirited manner in which it is exposing the methods of certain Canadian trade journals in obtaining advertising business by doubtful methods from unsuspecting manufacturers and others, notably in Great Britain, who desire to sell their products in Canada. While the subject our contemporary discusses may be new to most of its readers, it is an old and exceedingly disagreeable song to the publishers of trade journals, who hold themselves above practising the wiles of the charlatan and deceiver. . . . The conditions of which the correspondents of the Monetary Times complain have prevailed for a long time, but we bear in mind the adage that a lie can travel many leagues while truth is pulling on its boots. The game has been worked upon the unsuspecting in Canada and the United States repeatedly until the chief perpetrator of it finds other climates decidedly more healthy; and now the easy-going Britisher finds it easier to gracefully succumb to the hypnotic influences of an unprincipled advertising solicitor than to entrap him in his false representations and place him behind prison bars." This particular scalawag, after narrowly escaping jail in Montreal, went to British Columbia, where he served a term in the penitentiary. Since that time he has apparently avoided Canada, and gone abroad.

Numerous letters have reached us this week from manufacturers in London, Manchester, Sheffield, Bolton, and other English towns, thanking the Monetary Times for having, in this article, exposed the disreputable methods employed in England by a canvasser or canvassers for two Montreal trade journals. We give extracts from several of these letters. One of them, it will be observed, states the canvasser said he was connected with the Canadian Government, just as an Edinburgh manufacturer of last year was told by the same canvasser, that the journal he represented was subsidized by the Canadian Government. The audacity of the man is colossal. One of the Sheffield firms—three have written us from that city—a cutlery house, writes:

"We beg to endorse the contents of the two letters you have printed. Fortunately, we did not send copies of our costly catalogue to more than a dozen firms, although we went to the expense of making copies of a particular form of letter. However, we destroyed these when we noticed that we had not received a single enquiry or order as the result of our advertising. Needless to say, we have cancelled our advertisement and refused payment altogether. We, too, would thank you for the service you have done for English manufacturers."

A manufacturer of cast steel writes:

"In your issue of July 4th, I note 'Humbugging the Englishmen.' It had occurred to us that the gentleman in question was a humbug, but not until after we had given him an order for advertising. We have cried off with the paper, the ———, but they still insert the advertisement. We are not going to pay unless we are compelled. It certainly is no good to us. Again thanking you for your favor, etc."

From Bolton, in Lancashire, a firm of tool makers write, on 17th July:

"We have just received a copy of your journal and note the article on page 18. We can corroborate the statements made in the two letters given as illustrations. The greasy-faced man with his diamonds called upon us last September with the very plausible remark that he was connected with the Canadian Government. We gave him an order for 52 insertions, which concludes in September. The list of 100 firms

which he sent us only contained the names of about four firms which might be likely to use our class of goods. . . . We came to the conclusion that we had been duped, and decided not to spend any money in circulating the firms he gave us. . . . He is certainly doing a great deal of harm to the small tradesmen in this country; and the larger firms will be very reluctant in placing advertisements even with journals in your country which may be deserving of patronage. . . . Canadian journals ought to expose the greasy man's methods of business to the English press. We thank you for your clear article; you have done the English manufacturers a very great service."

(From The Monetary Times, 3rd October, 1902).

"HUMBUGGING THE ENGLISHMEN."

This disreputable business still goes on, of pretending to foster British trade with Canada by promising exporters lists (which prove to be untrustworthy), of Canadians likely to be customers. We are this week in receipt of a letter forwarded to us by a large wholesale dry goods house in an Ontario city. This letter is from an English firm of varnish makers, dated London, England, 4th September, and addressed to the wholesale dry goods house we have described above. We give it in full, suppressing names and places:

Messrs. ———, Ontario,—

Dear Sirs,—We have been referred to you by the editor of the ——— of Montreal, who has been to our place and authorizes us to refer you to his office in Montreal, as Canadian reference for us, and we should be glad to learn by return of post whether you could handle our Camphorated Wax Polish or our Varnish Stains, under the new Canadian tariff. We are sending a 3d. tin of Wax Polish, and shall be glad to furnish any other sample you may desire. Your correspondence shall have our careful attention.

Yours faithfully,

—————
We must assume that the dry goods importers thus addressed did not care to be bothered buying varnish stain or wax polish, and were not even at-

tracted by a three-penny sample tin, for they have evidently done what some Toronto and Montreal houses similarly bothered have already done—thrown the samples into the waste basket and sent the letter to the Monetary Times. The British firm is not to be blamed for trying to sell varnish to a dry goods house. They knew no better; having been mislead by the agent in England of the Montreal paper which professed to furnish them with a list of "Canadian customers." Many humbugged firms in Britain are still awaiting returns from these lists of Canadian houses who, according to this lying emissary of certain weekly Montreal journals, are ready to embrace with thankful good-will the thousands of circulars and samples that are being sent out to tradespeople here, who, nevertheless, have no interest whatever in the reception or disposal of such literature.

Since the above was put in type, there has come to us from Manchester, England, another letter on this subject. The writer is a dealer in metal goods, and admits very frankly that he has been entrapped into advertising which is doing him no good. Here is his communication:

Manchester, Eng., September 15th, 1902.

DEAR SIR,—Your esteemed journal for July to hand. Before anything can be safely done in advertising, such unscrupulous men as you describe in yours on page 18 must be entangled in the meshes of the law. I may add that I have been entrapped by what to me appears to be the same man, and the identical *modus operandi*. I gave a month's trial of advertising, which has been construed by him and journal represented into twelve months, and he persists in sending his obnoxious publication. I am not the only one they will have a tough fight with. One of the best stories he told here was that of coming all the way from Canada purposely to consult a London doctor, and to keep his wife and family more in mind wore their photographs in his watch, so that he saw their reminders every time he consulted his massive gold appendage. My friends whom he tried to delude into the belief that theirs was the only firm he was calling upon in Manchester saw through his wide philanthropic nature and wisely gave him a blank. Yours truly,

P.S.—These rascally fellows deserve exposing. In Manchester, where this kind of imposture is very rare, they find very easy victims.

We have been in communication with the Canadian Government about these disgraceful practices, which are likely to get people and things Canadian into bad repute among the export merchants in the Old Country. And we have learned that the pretence that the two Montreal journals for whom this clever and unprincipled man travels are subsidized by the Government at Ottawa is an impudent misstatement. If, as has been further stated to us, the man has secured letters of introduction from some Canadian Ministers of State—whose names he vaunts with great freedom—it would be well to see that the writers are not prejudiced by the use he is making of such letters.

(From The Monetary Times, 7th November, 1902).

"HUMBUGGING THE ENGLISHMEN."

Enclosed in a recent communication to the Monetary Times of a well known Canadian dry goods and millinery house, The London House, Wholesale, Limited, Saint John, New Brunswick, is a letter received by that house from a firm in Leicester, England, manufacturing shoes. This shoe firm had been given the name of the St. John house by an agent for certain Montreal trade journals, and wrote accordingly offering boots and shoes for the Canadian market. It would doubtless surprise them to learn that this is a dry goods and millinery concern. But the lists supplied by the advertising solicitor in question to his deluded customers do not take account of such trifling discrepancies as that. The London house writes us as under:

Also find within a sample letter. Our mail has been loaded, we are going to say, with the like, but certainly during the last three months or so we have received scores of such letters as this, in common with other [Canadian] houses you have referred to.

Another well-known Canadian house, Rice Lewis & Son, wholesale dealers in metals and hardware, in

Toronto, have complained for a twelve-month past of being made a convenience of by this unscrupulous canvasser from Montreal, who would give to an English exporter their name in a list among fifty other Canadian merchants, without regard to what line of business the applicants were in. Rice Lewis & Son say: "We enclose you a few sample letters received by one mail. They may be of use to you." Among the half-dozen letters thus enclosed are those from paint dealers, fire and safety valve makers, sellers of varnishes, bells, etc., in the city, and mineral waters in the provinces, who were utter strangers to the Toronto house. And they all told the same story, i.e.: "We have been referred to you by Mr. So-and-so, of Montreal, as our reference in Canada;" or, "We have been referred to you by the Editor of the ———, of Canada, and shall be glad to learn whether you can handle our fittings or our liquids." Frequently circulars, catalogues, and samples would follow.

One angry man in Lancashire, who admits that he was hoodwinked by this very up-to-date canvasser, asks us for the names of other British houses who have been similarly misled, and declares his intention of making it very warm for the "slick" and shiny individual, if ever he comes back to Lancashire. There is no knowing how much the efforts of those who are striving by honest means to promote Canadian trade with Great Britain may be neutralized by the deceptive methods employed by the canvasser here complained of, who uses in his travels the names of two important members of the Dominion Cabinet.

(From The Monetary Times, 5th December, 1902).

"HUMBUGGING THE ENGLISHMEN."

An official of a Canadian publishing house, jealous for the reputation of Canada, has recently been worried repeatedly by correspondents in Great Britain of whom he had no previous knowledge, but who asked that their circulars and samples should be received and distributed in Canada by him. The justification for such an extraordinary request from strangers was that a certain canvasser for Montreal trade journals had given the name of this Canadian house to the English firms, who had been assured of a welcome and probably of a generous amount of business. One of the circular letters received from a London firm by the Canadian house read as follows:

"RE PREFERENTIAL TARIFF WITH GREAT BRITAIN.

"The European Editor of the — —, of Montreal, having paid a visit to our works and offices, authorizes us to refer you to his office in Montreal, as reference for us in Canada. We therefore take this opportunity of bringing under your notice our specialties for the printing trade, as set forth in the catalogue mailed you in separate cover. . . Shall be pleased to quote terms, etc."

To this circular the Canadian publishing house referred to, which does business in the Maritime Provinces, sent the following reply:

DEAR SIRS,—We own receipts of your circular of the 7th inst., also a previous one which was consigned to the waste paper basket, because it contained nothing that was useful to us.

If you will excuse us for saying so, and we do it with the most friendly intentions, you are wasting your time in sending out these circular letters, because business cannot be obtained in Canada in this way. You would really be surprised to know how many letters of a similar nature have reached us from various English firms. It seems as though somebody had made a business of "pulling the leg" of the whole British community, and he certainly did it effectively.

The only way you can hope to do business here is to have an agent and let the people see what you sell. In our small establishment we use American and Canadian exclusively,

and it would be very difficult to sell us anything else. The 33 1-3 per cent. preference in favor of British goods doesn't cut any figure at all in this particular business, as anybody who is in the business and owns machinery in this part of the world can tell you.

The foregoing correspondence has been forwarded to us, with the request expressed below: "We wish, if you have a spare copy of the Monetary Times, in which you expose the methods of a certain Canadian publication, you would send one to this English firm. You deserve the heartiest commendation for the service you have rendered the British manufacturer in bringing these offenders to public notice, even at this late day. In our opinion, it is a very serious reflection on the capacity of the British manufacturer that he would allow himself to be taken in by such flabby argument. The average Canadian schoolboy would have exhibited more perspicacity under similar conditions."

There is something to be said for the British export thus solicited for trade, and our correspondent does not make enough allowance for the circumstances: Let us illustrate:

Merchants in London, or Yorkshire, or the black country, read in their journals of Canada as growing, growing fast; they have heard of her as sending troops to help the Motherland in South Africa; they also know of her having voluntarily given the United Kingdom a preference of 33 1-3 per cent. over other countries by her tariff on imports. All these things create a friendly impression in their minds about Canada. So that, when a sleek, pompous, jewelled canvasser, with a gold-headed cane and resplendent equipage, comes along and presents his card and credentials—among the latter being the names of two ministers of the Crown in Canada—the minds of the British merchants have been favorably impressed in advance, and they listen to his tale. He assures them that he is an emissary of the Canadian Government, that his journal is subsidized by that Government (witness the

names of the Ministers he is permitted to use). He declares that he can guarantee them a liberal trade in Canada, partly by reason of the advantage they have here in the preference tariff, partly because he will, if they will advertise in his journals, give them a list of Canadian firms who will buy their goods, or at least receive and circulate their catalogues and samples. The clever but rascally canvasser has no authority thus to use the names of Canadian traders, but he assumes the right, in a lordly way; and in scores of cases he has raked in ten pounds to fifty pounds sterling for advertisements for which he has not given as many pence value.

Possibly our English friends have been too credulous, but we have shown that they had at least some ground for believing this crafty talker. If we say they should have seen that there was something queer about the proposition he made, well—we must remember that Old Country folk expect outlandish things from this side the Atlantic. We are all "Americans" to them.

Since the foregoing was written yet another instance of the imposture of this precious canvasser comes to us from the Canadian importer of dry goods, Mr. Archibald Wright, of Winnipeg. He writes:

"Enclosed we send a couple of samples of the circulars I, with other merchants here, have been getting for a long time past, and they are consigned to the waste paper basket. It is a pity that the party from whom this matter emanates cannot be punished for putting so many business firms in England to so great and needless expense, and deceiving them as to the prospect of orders. I don't keep boots in stock at all."

The circulars enclosed to us are of the type usually dictated by the representative in England of two Montreal weekly journals. Their wording resembles the one first quoted above both referring with emphasis to the preference of 33 1-3 per cent., which our tariff gives Great Britain. One of the two shoe concerns which wrote to Mr. Wright, namely the

Leicester shoe exporting firm of Edwin H. Wynne, of St. Savior's Road, sends an illustrated circular in the same envelope with a lithographed letter. The other, James Lulham & Co., of Northampton, sends a type-written letter and by concurrent mail a price list of their shoes. These circulars, as we have said, come to a Canadian dealer in dry goods who does not sell boots or shoes at all—and herein lies one of the elements of these Canadian trade papers' deception.

(From *The Monetary Times*, 27th February, 1903.)

HARMFUL REPRESENTATIONS.

At various times in the last twelve months, enquiries have come to us from export houses in England and Scotland about the accuracy of certain representations made to them by the travelling agent of two weekly trade journals, *The Montreal Trade Review* and *The Canadian Journal of Commerce*, with respect to Canadian trade and circumstances connected therewith. It was stated to us by merchants in London, Manchester, Ashton, Bolton, Sheffield, Edinburgh, that this agent declared these journals to be subsidized by the Canadian Government or recommended by that Government. And we have been asked as to the correctness of these declarations.

We have, therefore, made enquiry at Ottawa as to the truth of the assertions made and as to the genuineness of the references given in England by these trade journals, namely, to the Honorable the Secretary of State for Canada, and the Honorable the Minister of Agriculture for Canada, whose names had been used by this agent to substantiate his representations. We give below the official answers to our enquiries, and the statement of the Canadian Government with respect to the pretension of these journals to represent it:

(Copy).

Ottawa, 30th January, 1903.

DEAR SIR,—The Secretary of State some time ago gave me communication of the letter you wrote him on the 11th

August last, on the subject of the Trade Review, published in Montreal, and also a letter from the manager of that paper, Mr. M. C. Foley, dated the 19th August last, in which the latter states that some years ago he "requested that we might be allowed to refer to your department as a reference, as you had the full particulars of the status of this Journal, at the time we were informed you had no objection to this request." Immediately on seeing this statement of Mr. Foley's, I, as Deputy Head of the Department of the Secretary of State, wrote that gentleman asking when and to whom he made his request, and who informed him that there was no objection to it. Receiving no answer, I wrote again, the last time on the 19th December, 1902, putting the same question and with the same result. I think, therefore, it is due to those persons who have relied on the assurance of agents of the Trade Review, to characterize the statement that the department of the Secretary of State of Canada ever authorized its name to be used as a reference by this newspaper as being wholly unfounded. Nor was such a request made by Mr. Foley.

The Department's knowledge of this paper may be briefly detailed, as follows: On the 31st of January, 1899, Messrs. Myrstedt & Company, of London, England, apparently ignorant of the fact that Montreal is a part of His Majesty's dominions, addressed a letter to "The British Consul" in that city to the effect that a Dr. Griffin called upon them stating that he was the proprietor of "The Canadian Trade Review," which he represented as being the most advantageous medium for advertising in Canada. Messrs. Myrstedt & Company permitted him to take samples of their goods. Later, having heard from a Toronto firm that Dr. Griffin had made unauthorized use of their name, Messrs. Myrstedt & Company enquired if such a person or paper is in existence. This letter duly reached this Department. In reply thereto, the acting Deputy Head wrote to the proprietors of the Trade Review enquiring if Dr. Griffin was entitled to represent it. They replied, giving a list of references, and stating that Dr. Griffin was representing them at the time in England. I forwarded a copy of their letter to Messrs. Myrstedt & Company. On the 28th August, 1900, the Secretary of State received a letter from Messrs. James Murray & Sons, Limited, of Glasgow, stating that the name of his department is given as a reference on the face of a contract note of Henry Harvey & Company, proprietors of the Canadian Trade Review, Montreal. Messrs. Murray & Sons stated that they had entered into business relations with this firm and that their representative informed them that the paper is the Government trade organ. I replied to them as follows: "While I understand the Canadian Trade Review of Montreal to be a

respectable and enterprising paper, it is not in any sense an organ of the Government of Canada, but is entirely distinct therefrom." This was all the correspondence in this department on the subject, until the receipt of your letter of the 11th August last by the Secretary of the State.

I enclose copies of letters, which I fruitlessly addressed to Mr. M. C. Foley. In the light of the above this silence is not difficult to understand.

You may take any steps which may seem good to you to give publicity to this matter. Yours very truly,

(Signed), JOSEPH POPE,

Under Secretary of State.

Edgar A. Wills, Esq., Man. Director, The Monetary Times,
Toronto, Ontario.

(Copy).

Ottawa, 5th December, 1902.

DEAR SIR,—I have seen to-day for the first time your letter, dated the 19th August last, addressed to the Hon. R. W. Scott, Secretary of State, in which you say that some years ago an enquiry was made of this department as to the standing of the Trade Review. That the department in turn asked you for particulars, which you furnished, and in furnishing them you requested that you might be allowed to refer to this department as a reference, and that you were informed that there was no objection to this. I should be glad to hear from you when and to whom you made this request, and who told you that there was no objection to granting it. I am, dear sir, yours truly,

JOSEPH POPE,

Under-Secretary of State.

M. Charles Foley, Esq., Trade Review Publishing Co.,
679 Craig Street, Montreal.

(Copy).

Ottawa, 19th December, 1902.

DEAR SIR,—I beg to draw your attention to my letter to you of the 5th inst., and to renew my enquiry as to your justification for the statement made in your letter of the 19th Aug. last to the Secretary of State to the effect that some time ago you applied for permission to give this department as a reference and that you were informed that there was no objection to this. I am, dear sir, yours truly,

JOSEPH POPE,

Under-Secretary of State.

M. Charles Foley, Esq., Trade Review Publishing Co.,
679 Craig Street Montreal.

DEAR SIR,—Referring to Mr. Pope's letter to you of the 30th ultimo, and the accompanying papers herewith returned, I have perused the same and observe that the State Department disclaims any responsibility for the Trade Review. I may say further that this publication has no authority to use the name of the Government to advance its business, but I do not see from these papers that there is any action devolving upon the Government in the matter, and I observe that you already have authority to publish the letter of the Under-Secretary of State.

Yours truly,

(Signed), C. FITZPATRICK,
Minister of Justice, Canada.

Edgar A. Wills, Esq., Managing Director,
The Monetary Times, Toronto, Ont.

Here ends the series of articles from the Monetary Times, which many English houses have acknowledged as being most timely.

It will be observed from the four letters above quoted that Mr. Foley of the Trade Review, Montreal, was adroit enough to ask that he might be allowed to use the Department of State of the Canadian Government as a reference for the standing of his journal. Of course such a reference might be of great service to him or his canvasser in the United Kingdom. But Mr. Foley did not get what he asked. He declares that some one in the Department gave him the desired permission, or at least told him that "there was no objection to this request," but it seems that this declaration is untrue, for he never answered the Under-Secretary's letters challenging him to give name and date. Mr. Pope states distinctly (in reference to the impudent claim of "Doctor" Griffin that his paper is the Canadian Government's trade organ), that it is not in any sense an organ of the Government of Canada. And besides, the Minister of Justice himself declares in February, 1903, that "the State Department disclaims any responsibility for the Trade Review," which "has no authority to use the name of the Government to advance its business."

Such an explicit denial would quench the mendacity of any but a much hardened canvasser. Dr. Griffin, however, is phenomenal—and perennial.